

DISTRIBUTING DATACAST SIGNALS EMBEDDED IN BROADCAST
TRANSMISSIONS OVER A COMPUTER NETWORK

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ABSTRACT

A system and method for distributing in real-time interactive data extracted from a video signal to a plurality of client computers via a computer network. A plurality of data source computers extract the interactive data from the video signals, and forward them to a distribution server. The distribution server buffers the interactive data and broadcasts the interactive data to a Web server cluster. A program executing on each client computer periodically sends updation requests to the Web server cluster to retrieve new interactive data for display to the user. A re-direct server receives a user request for access to a remote computer resource identified in the interactive data, and re-directs the user request to the remote computer resource. A computer program operating within a Web server and the distribution server further enables script files containing additional interactive data to be created and processed by the system.